

Connector Message for Person, Claire

To: Medina, Maria
 Cc: Moore, Edna; Person, Claire
 From: GMR
 Date: Thu, Jun 8, 1995 12:27 PM
 Subject: B&H Budget Issues

Item 1399405 95/06/08 12:23

From: GMR GMR Marketing

To: MEDINA* MARIA@PHILMORR# Philip Morris LAN

cc: PERSON* CLAIRE@PHILMORR# Philip Morris LAN
 Moore* Edna@PHILMORR# Philip Morris LAN
 GMR GMR Marketing

Sub: B&H Budget Issues

Maria,

Per our discussion on Monday, below is a listing of items that we have purchased, or soon will, for Club Benson & Hedges that are not part of our budget:

GMR → \$35,000 Dine-Out Miami Advertisement
 \$910.20 Product Samples – Houston
 \$12,000 Sampler Uniforms (includes what we've already purchased
 (\$5,863.74) and anticipated for next markets)
 \$72,500 Sponsorship Fees (you originally had \$100,000 – this is
 minus the \$27,500 you paid for Tampa)
 \$12,302.83 Kiosk Revision (never budgeted – PM requested after Tampa)

TOTAL \$132,713.03

Maria, we urgently need to know what money you can shift over to the budget so we can project out the rest of the program – how much we can do depends on the budget. After you tell us this we'll also do a reallocation of the budget for the addendum to our contract so your accounting can change the line items. Edna told me yesterday that she would like the final projection by Wednesday – can you please let us know about budget by close of business tomorrow (Friday)?

Thanks and call me with questions.

Caroline

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